Attorney Docket No. 52493.000187 GE Docket No. 2001-021

SYSTEM AND METHOD FOR PERSONALIZING

AND DELIVERING INSURANCE OR FINANCIAL SERVICES-RELATED

CONTENT TO A USER

Matthew MAJIKES et al. Filed: November 8, 2001

100

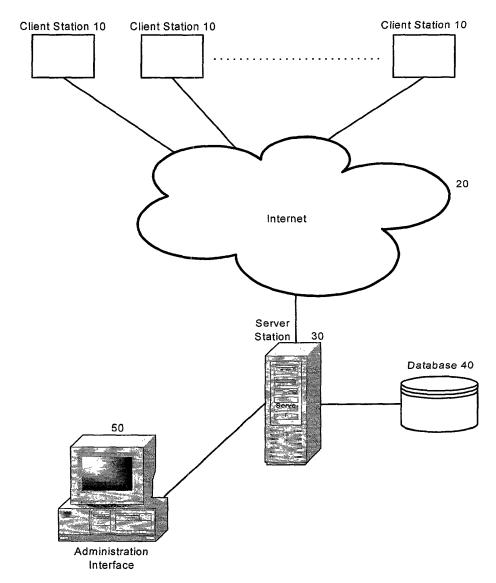


Figure 1

Attorney Docket No. 52493.000187

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Server Station 30

Administration Module 60
Filter Module 70

Figure 2

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AND DELIVERING INSURANCE OR FINANCIAL SERVICES-RELATED

CONTENT TO A USER Matthew MAJIKES et al.

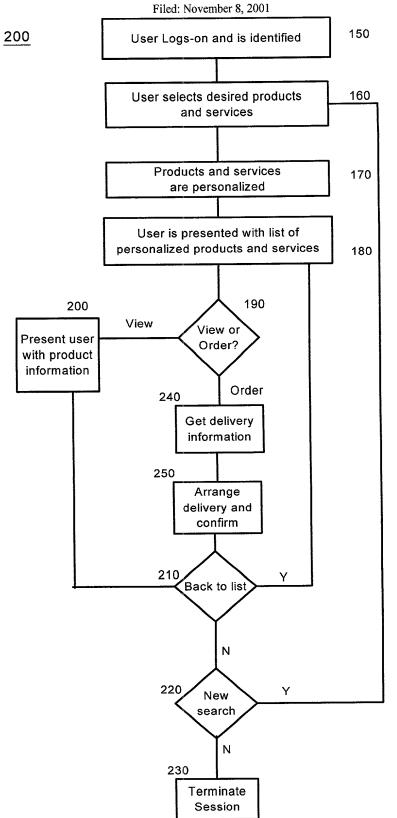


Figure 3